

Message Text

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21

ACTION EUR-25

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FM AMEMBASSY MADRID

TO USDOC WASHDC

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E.O. 11652: N/A

TAGS: BEXP SP

SUBJ: FOREIGN BUYER PROGRAM: AMERICAN HEALTH CONGRESS,
CHICAGO, AUGUST 12-15 AND NATIONAL HARDWARE SHOW,
NYC, AUGUST 26-29

REF: STATE 114770

1. UPON RECEIPT OF FLYERS FOR BOTH SUBJECT US EXHIBITIONS, COMMERCIAL OFFICE FORWARDED THEM TO PANAM, TWA, IBERIA, LEADING TRAVEL AGENCIES, CHAMBERS OF COMMERCE, AND KEY-TARGET ORGANIZATIONS (UNDER COVER OF EMBASSY LETTER WITH RETURN CARD). USIS MADRID ALSO ISSUED SPECIAL BULLETIN FOR EACH SHOW WHICH WAS MAILED TO 1100 ADDRESSEES, LOCAL CHAMBER OF COMMERCE INCLUDED INFORMATION ABOUT BOTH SHOWS IN ITS BI-WEEKLY PUBLICATION SENT TO ALL MEMBERS.

2. TO DATE, EMBASSY HAS RECEIVED NO FIRM COMMITMENTS RE NUMBER AND NAMES OF ANY OFFICIALS GOING TO TWO SHOWS. AS STATED OUR 3376, JUNE 3, COMMERCIAL OFFICE DOES NOT HAVE SUFFICIENT RESOURCES FOLLOW-UP WITH INDIVIDUAL TARGET GROUPS TO WHOM FLYERS AND COVERING LETTER WERE SENT. IN CHECKING WITH AIRLINES AND TRAVEL AGENCIES, THERE WAS COMPLETE ACCORD THAT MINIMUM OF TWO MONTHS AND PREFERABLY LONGER LEAD TIME ABSOLUTELY ESSENTIAL IN ORDER FOR THEM TO PROMOTE US EXHIBITIONS. TWA
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MADRID, FOR EXAMPLE, HAS STATED: "THERE IS NO TIME

TO PREPARE A GROUP PARTICULARLY WHEN WE ARE RUNNING INTO SUMMER VACATIONS." EMBASSY'S 4335 INFORMED COMMERCE FLYERS FOR HEALTH CONGRESS RECEIVED ONLY JULY 9.

3. SHOULD EMBASSY BE INFORMED OF ANY SPECIFIC VISITORS FOR EITHER US SHOW, DEPARTMENT WILL BE PROMPTLY ALERTED.

4. FOREGOING SHOULD NOT BE INTERPRETED MEAN LACK OF INTEREST BY EITHER EMBASSY OR EMBASSY CONTACTS IN PROMOTING MAJOR US EXHIBITIONS. BOTH US AIRLINES HERE REGARD INFORMATION BEING PROVIDED BY EMBASSY AS EXCELLENT MEANS OFFER USEFUL SERVICE TO THEIR BUSINESS CUSTOMERS. LEADTIME IS ALL THEY ASK FOR. FOR EXAMPLE, THEY ENTHUSED ABOUT RECEIVING MATERIALS FROM EMBASSY FOR PRINT '74 TO BE HELD CHICAGO DURING NOVEMBER 16-25. PANAM MANAGER SAYS SPECIAL INFORMATION ABOUT THIS SHOW BEING PREPARED FOR MAILING TO ALL APPROPRIATE CUSTOMERS. EMBASSY NOW SENDING OUT FLYERS AND COVERING LETTERS FOR OCTOBER 7-10 MINING SHOW, LAS VEGAS, AND OCTOBER 7-10 PACKAGING EXPOSITION, CHICAGO, WHICH MAY PROVE EFFECTIVE. RE SEPTEMBER 4-13 INTERNATIONAL MACHINE TOOL SHOW AT CHICAGO, NO BROCHURES YET RECEIVED FROM ORGANIZERS; JUST SMALL SUPPLY RECEIVED FROM STATE OF ILLINOIS BRUSSELS OFFICE AS STATED OUR 3376. VIEW AUGUST VACATION MONTH COMMERCIAL OFFICE NOT OPTIMISTIC RESULTS TO BE GAINED FROM PROMOTING SEPTEMBER 9-12 POLLUTION ENGINEERING EXPOSITION, CHICAGO, OR SEPTEMBER 11-13 AAMA CONVENTION/BOBBIN SHOW, DALLAS. NO FLYERS OR SHOW MATERIALS YET RECEIVED FOR WESCON 74, SEPTEMBER 10-13, LOS ANGELES. FLYERS RECEIVED AND WILL BE MAILED OUT SOONEST UNDER COVERING LETTER FOR ITEX '74, GREENVILLE, OCTOBER 21-24.

5. EMBASSY IS CONVINCED FOREIGN BUYER PROGRAM EXCELLENT MEANS LINKING SPANISH BUYERS AND US EXHIBITORS AND REALIZES DIFFICULTIES IN GETTING US SHOW EXHIBITORS FORWARD FLYERS/BROCHURES TO FS POSTS IN GOOD TIME. THAT SAID, THIS POST DEVOTING MUCH VALUABLE STAFF TIME WITHOUT ASCERTAIN ABLE RESULTS THIS SIDE OF OCEAN. URGE COMMERCE FORWARD REGISTRATION PRINTOUTS OF SPANISH UNCLASSIFIED

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ATTENDEES, IF ANY, AT 13 US EXHIBITIONS LISTED DEPARTMENTS'S A-2763, APRIL 4, SO THAT EMBASSY CAN FOLLOW UP FOR SALES AND AGENCY RESULTS. THIS PARTICULARLY IMPORTANT FOR THOSE PRODUCT CATEGORIES COVERED BY CAMPAIGNS IN FY 75 COUNTRY COMMERCIAL PROGRAM FRO SPAIN.

6. IN CONCLUSION, EMBASSY REQUESTS 6 COPIES PUBLICATION "US CONVENTIONS AND TRADE SHOWS, 1974-75" ISSUED BY

USTS, FOR PRESENTATION TO CONTACTS WITH WHOM THIS
PROGRAM HAS BEEN DISCUSSED.
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